

Message Text

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TO AMEMBASSY PRAGUE PRIORITY

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FOLLOWING REPEAT STATE 002346 ACTION ATHENS FRANKFURT LONDON

MEXICO MILAN PARIS SEOUL SINGAPORE STOCKHOLM SYDNEY TAIPEI

TEHRAN TOKYO 6 JAN 76

QUOTE

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E.O. 11652: N/A

TAGS: OCON, XG, XM, XB, XG, XU, XE, XF

SUBJECT: 1976 TRADE CENTER DIRECTORS' CONFERENCE-CONFERENCE

--- AGENDA, TOPIC PRESENTATION ASSIGNMENTS AND TRAVEL

--- FUNDING DATA

REF: STATE 266604

FOR ALL TRADE CENTER DIRECTORS

FOR BRUCE STRONG - PARIS - PARA 4

1. CONFERENCE AGENDA AND DIRECTORS' TOPIC PRESENTATION
ASSIGNMENTS ARE AS FOLLOWS:

(A) SUNDAY, JANUARY 25. 1830-2000: ICEBREAKER RECEPTION
AT INTER-CONTINENTAL FOR CONFERENCE PARTICIPANTS AND
EMBASSY ONLY.

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(B) MONDAY, JANUARY 26. 0830, ARRIVE AT TRADE CENTER;
0830-0900, CALL TO ORDER AND ANNOUNCEMENTS - RICHARD
GARNITZ, ACTING DIRECTOR, OFFICE OF INTERNATIONAL
MARKETING, AND CONFERENCE CHAIRMAN; 0900-0915, WELCOME AND
OFFICIAL OPENING OF THE CONFERENCE - ROBERT H. HARLAN,
MINISTER COUNSELOR FOR ECONOMIC AFFAIRS, AMERICAN EMBASSY,
PARIS;
0915-0945, KEYNOTE ADDRESS - THE U.S. ECONOMY AND THE
WORLD MARKET - CHARLES W. HOSTLER, DEPUTY ASSISTANT
SECRETARY FOR INTERNATIONAL COMMERCE, DEPARTMENT OF
COMMERCE; 0945-1015, QUESTIONS & ANSWERS; 1015-1030,
COFFEE BREAK; 1030-1100, RECENT AND ANTICIPATED STATE/
COMMERCE AGREEMENT DEVELOPMENTS AFFECTING THE TRADE CENTERS
PROGRAM - CALVIN C. BERLIN, DIRECTOR, OFFICE OF COMMERCIAL
AFFAIRS, DEPARTMENT OF STATE; 1100-1130, QUESTIONS 7D &
ANSWERS; 1130-1200, PRESENTATION OF SECRETARIAL MESSAGE TO
THE CONFERENCE AND BIC'S VIEW OF THE TRADE CENTERS PROGRAM-
CHARLES W. HOSTLER; 1200-1215, ADDRESS BY THE HONORABLE
KENNETH RUSH, UNITED STATES AMBASSADOR TO FRANCE; 1215-
1245, HOW THE PARTICIPATING BUSINESS COMMUNITY SEES THE
TRADE CENTERS PROGRAM...ASSETS AND DEBITS - LOCAL
BUSINESSMAN; 1245-1315, QUESTIONS & ANSWERS; 1315-1500,
LUNCH; 1500-1545, OFFICE OF INTERNATIONAL MARKETING -
PROGRESS OF TRADITIONAL AND DEVELOPMENT OF NEW PROGRAMS -
PROMOTION AND INFORMATION - RICHARD GARNITZ; 1545-1630,
QUESTIONS & ANSWERS; 1630-1715, THE COMMERCIAL SECTION/
TRADE CENTER PARTNERSHIP; CAN IT BE MADE MORE EFFECTIVE? -
JOHN Q. BLODGETT, COUNSELOR FOR COMMERCIAL AFFAIRS,
AMERICAN EMBASSY, PARIS; 1715-1745, QUESTIONS & ANSWERS.

(C) TUESDAY, JANUARY 27. 0815, ARRIVAL AT TRADE CENTER;
0830-0845, INTRODUCTION TO DAY'S AGENDA, ANNOUNCEMENTS -
RICHARD GARNITZ; 0845-0915, OBJECTIVES, FUNCTIONS AND
STAFFING OF A COMPARATIVELY LOW COST, HIGH FLEXIBILITY
REGIONAL MARKETING PROMOTION CENTER - RICHARD GARNITZ;
0915-0945, OPEN DISCUSSION ON THE ABOVE PROPOSED PROGRAM;
0945-1000, COFFEE BREAK; 1000-1030, IS THE TRADITIONAL
TRADE CENTER CONCEPT IN STEP WITH TODAY'S MARKET
SITUATION? - GEORGE BORROWMAN, DIRECTOR, U.S. TRADE CENTER
TOKYO, AND WALTER E. STADTLER, DIRECTOR, U.S. TRADE CENTER
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STOCKHOLM; 1030-1100, IS THE TIME RIPE FOR CONVERTING SOME
OR ALL TRADE CENTERS INTO REGIONAL MARKETING PROMOTION
CENTERS - EINAR O. OLSEN, DIRECTOR, U.S. TRADE CENTER,
FRANKFURT; 1100-1130, ARE LARGE REGIONAL TRADE CENTERS IN
EUROPE A POSSIBILITY? IMPACT ON THE NUMBER OF TRADE CENTERS,
LOCATIONS, PROGRAM COST, STAFFING, FUNCTIONS - BRUCE W.
STRONG, DIRECTOR, U.S. TRADE CENTER, PARIS; 1130-1230, OPEN
DISCUSSION ON THE TRADE CENTER CONCEPT TODAY; 1230-1400,

LUNCH; 1400-1430, POTENTIAL FOR SUCCESS OF DEPARTMENT OF STATE OPERATED CENTERS; SATELLITE TRADE CENTERS; MERCHANDISE MART/SAMPLE DISPLAY SERVICE FACILITIES - JOHN D. PERKINS, DIRECTOR, TRADE PROMOTION FACILITY, SEOUL; 1430-1500, OPEN DISCUSSION; 1500-1530, POTENTIAL FOR COOPERATION FROM USIS AND OTHER U.S. GOVERNMENT ACTIVITIES IN SUPPORT OF THE TRADE CENTERS PROGRAM - ARTHUR P. LEONARD, DIRECTOR, US.DD.S. TRADE CENTER, MEXICO CITY; 1530-1600,

OPEN DISCUSSION; 1600-1615, COFFEE BREAK; 1615-1635, THE ROLE OF THE TRADE CENTER DIRECTOR IN DEALING WITH GOVERNMENTS IN EMERGING AND EMERGENT MARKETS - PETER H. DAHMLOW, DIRECTOR, U.S. TRADE CENTER, TEHRAN; 1635-1700, OPEN DISCUSSION; 1700-1730, TRADE CENTER UTILIZATION PROBLEMS AND SOLUTIONS. ADDITIONAL USES OF THE TRADE CENTER - GEORGE J. CLAUSEN, DIRECTOR, U.S. TRADE CENTER, SINGAPORE; 1730-1830, OPEN DISCUSSION.

(D) WEDNESDAY, JANUARY 28. 0815, ARRIVAL AT TRADE CENTER; 0830-0845, INTRODUCTION TO DAY'S AGENDA AND ANNOUNCEMENTS- RICHARD GARNITZ; 0845-0915, ELEVATING BSP ACTIVITIES TO A FULL-FLEDGED "LOCALLY-MOUNTED" MULTI-COMPANY EXHIBITION PROGRAM - ARTHUR R. POTHUISJE, DIRECTOR, U.S. TRADE CENTER, TAIPEI; 0915-0945, OPEN DISCUSSION; 0945-1000, COFFEE BREAK; 1000-1030, WOULD THE CONTRIBUTION OF THE TRADE CENTER'S EXHIBITION ACTIVITIES TO EXPORT PROMOTION BE ENHANCED BY MORE EXTENSIVE INVOLVEMENT IN, AND ASSISTANCE TO, U.S. BUSINESS IN INDEPENDENT TRADE FAIR PARTICIPATION? - WILLIAM B. WHITMAN, DIRECTOR, U.S. TRADE CENTER, MILAN; 1030-1130, OPEN DISCUSSION; 1130-1200, CRITICAL REVIEW OF TRADITIONAL EXHIBITION AND PROMOTION TECHNIQUES WITH VIEW TO IMPROVING ATTENDANCE AND CAMPAIGN IMPACT - WALTER E. STADTLER; 1200-1300, OPEN DISCUSSION; UNCLASSIFIED

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1300-1430, LUNCH; 1430-1500, HOW CAN THE THEME DEVELOPMENT PROCESS BE IMPROVED TO GENERATE THEMES WHICH BETTER REFLECT THE MARKETING OPPORTUNITIES ABROAD - GEORGE J. CLAUSEN; 1500-1545, OPEN DISCUSSION; 1545-1600, COFFEE BREAK; 1600-1630, THE TRADE CENTER ROLE IN THE MARKET RESEARCH PROGRAM - JAMES W. GOODSSELL, DIR., USTC, SYDNEY; 1630-1715, OPEN DISCUSSION; 1900-2030, COCKTAIL RECEPTION AT THE RESIDENCE OF MINISTER COUNSELOR ROBERT H. HARLAN.

(E) THURSDAY, JANUARY 29. 0815, ARRIVAL AT TRADE CENTER; 0830-0845, INTRODUCTION TO DAY'S AGENDA AND ANNOUNCEMENTS- JAMES A. MOORHOUSE, ASSISTANT DIRECTOR FOR RESOURCES, OIM, AND CONFERENCE CHAIRMAN; 0845-0915, BIC/OIM - RESOURCES; PROBLEMS AND SOLUTIONS - JAMES A. MOORHOUSE; 0915-0945, OPEN DISCUSSION; 0945-1015, EXAMINATION OF CONDITIONS OF

PARTICIPATION IN TRADE CENTER SHOW ACTIVITIES - ARTHUR P. LEONARD; 1015-1100, OPEN DISCUSSION; 1100-1115, COFFEE BREAK; 1115-1145, INDUSTRY CONTRIBUTION STRUCTURES AND PROBLEMS. EXAMINATION OF THE STRUCTURE OF INDUSTRY CONTRIBUTIONS FOR TRADE CENTER SHOW ACTIVITIES - HOW CAN IT BE MADE MORE REALISTIC? - JAMES A. MOORHOUSE AND BRUCE W. STRONG; 1145-1300, OPEN DISCUSSION; 1300-1430, LUNCH; 1430-1500, IMPROVED CRITERIA FOR A MORE REALISTIC TRADE CENTER UTILIZATION MEASUREMENT - CHARLES M. SHAW; 1500-1600, OPEN DISCUSSION; 1600-16L5, COFFEE BREAK;

1615-1645, THE FIELD OFFICE AND THE TRADE CENTER - JOHN P. GLEASON, DEPUTY ASSISTANT SECRETARY FOR FIELD OPERATIONS; 1645-1715, OPEN DISCUSSION; 1715-1800, FIRST SESSION OF WORKING TEAMS;

(F) FRIDAY, JANUARY 30. 0830, ARRIVAL AT TRADE CENTER; 0845-1030, SECOND SESSION OF WORKING TEAMS; 1030-1045, COFFEE BREAK; 1045-1345, REVIEW OF TEAM FINDINGS AND VOTING ON RECOMMENDATIONS; 1345-1400, CLOSING REMARKS - CHARLES W. HOSTLER AND RICHARD GARNITZ.

2. TRADE CENTER DIRECTORS IDENTIFIED WITH ABOVE AGENDA TOPICS ARE TO PREPARE THEMSELVES TO LEAD OFF THE TOPICS WITH 15-20 MINUTE PRESENTATIONS; ALL TRADE CENTER UNCLASSIFIED

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DIRECTORS EXPECTED TO TAKE ACTIVE PART IN ALL ENSUING DISCUSSIONS. THURSDAY AFTERNOON AND FRIDAY MORNING, TRADE CENTER DIRECTORS WILL BE ORGANIZED INTO TEAMS TO REVIEW TOPIC DISCUSSIONS FOR PURPOSE DEVELOPING, THROUGH PROCESS OF VOTING, RECOMMENDATIONS FOR BIC CONSIDERATION.

3. EXCEPTING THE CASE OF TRADE CENTER DIRECTOR TEHRAN, TRAVEL COSTS AND PER DIEM CONNECTION ATTENDING SUBJECT CONFERENCE TO BE CHARGED TO SYMBOL 13X1250 APPROPRIATION CODE J/601/3010-00/14-24, AND TRANSFERRED TO COMMERCE BY FS-477. RDTRAVEL ORDERS TO BE ISSUED BY THE RESPECTIVE FOREIGN SERVICE POSTS.

4.A)PLEASE ARRANGE FOR EQUIPMENT TO RECORD WORKING, REVIEW AND RECOMMENDATION SESSIONS. HOPEFULLY USIS CAN HELP.
B)OFFICIAL EXPENSES FOR NECESSARY EQUIPMENT, SUPPLIES OR SERVICES CONNECTION WITH CONFERENCE ALSO CHARGEABLE TO SYMBOL AND APPROPRIATION CITED IN PARA 3 ABOVE. PLEASE SD SUBMIT ESTIMATE OF SUCH REQUIREMENTS SOONEST. KISSINGER UNQUOTE
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